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ABSTRACT

Recent high school graduates are one of Thomas Nelson Community College's (TNCC's) most important assets. From 1983 to 1985, the number and rate of enrollment of recent high school graduates changed dramatically. The total number of graduates in the service area declined 15.5%, from 4,540 in 1983 to 3,835 in 1985; while the number of service area graduates who enrolled at TNCC in the fall quarter of the year they graduated from high school fell from 542 in fall 1983 to 337 in fall 1985, a decline of 37.8%. A look at the plans of 1984 service area graduates for furthering their education shows that 64.7% of the graduates (N=2,676) were planning to participate in some form of postsecondary education. Of that group, 390 enrolled at TNCC, representing only 44.7% of the number who specified that they were planning to attend two-year colleges or proprietary schools. The average high school graduate who enters TNCC during the same year as he/she graduates from high school takes 39.4 credit hours in the 4 years following his/her graduation, compared to an average of 26.1 credit hours taken by other entering students. This means the decline in recent high school graduates enrolled at TNCC will represent an estimated loss of 217 annual full-time equivalent students from 1985-86 to 1987-88. If TNCC is to experience growth in the latter part of the 1980s, service area high school graduates must be recruited more aggressively. (EJV)

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SERVICE AREA HIGH SCHOOL GRADUATES AT TNCC
1983 — 1985

Abstract

Recent high school graduates are one of Thomas Nelson Community College's most important assets. In fall 1985, people in the age-group 18-21 years accounted for 24.7% of the total headcount. Of the 1,426 full-time students, 725 (50.8%) came from this age-group. This report contains historical data on local high school graduates at TNCC, focusing on fall quarters 1983, 1984, and 1985. Estimates are also made concerning the number of service area high school graduates over the next four years.

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Thomas Nelson Community College

Service Area High School Graduates, 1983-85

The high school graduate picture changed dramatically from 1983 to 1985 (Table 1). The total number of graduates in the service area declined 15.5%, from 4,540 in 1983 to 3,835 in 1985. Every high school in the service area showed a decline except Bruton High, which had a 7.4% increase. Tabb High and Lafayette High had very slight decreases (-1.9% and -0.3%, respectively). The largest percentage decline was at Bethel High which fell from 409 graduates in 1983 to 299 graduates in 1985 (-26.8%). The largest numerical decline was at Menchville High, which dropped from 539 graduates in 1983 to 408 in 1985, a decline of 131 graduates (-24.3%).

The number of service area graduates who enrolled at TNCC in fall quarter of the year they graduated from high school fell from 542 in Fall 1983 to 337 in Fall 1985, a decline of 37.8%, which was more than twice the percentage decline in total graduates. All thirteen service area high schools showed a decline in the number of graduates enrolling at TNCC. The largest decline both numerically and percentage-wise was the number of graduates from Bethel High School attending TNCC. In Fall 1983, 81 graduates of Bethel High (19.8% of the graduating class) enrolled at TNCC. In Fall 1985, 36 graduates (12.0% of the graduating class) were enrolled, a decline of 55.5%. For only one high school, Hampton High, was the percentage decline in total graduates larger than the percentage decline in graduates enrolled at TNCC (-17.7% v -12.8%). For the York County high schools, the percentage decline in graduates at TNCC (-32.2%) was almost six times higher than the percentage decline in total graduates (-5.5%).

Plans of 1984 Service Area Graduates for Post-Secondary Education

Table 2 shows the plans of 1984 service area graduates for furthering their education. Overall, 2,676 of the graduates (64.7%) were planning to participate in some form of post-secondary education. Of that group, 390 (14.6%) graduates enrolled at TNCC. Most surprising is that the total number of 1984 graduates who enrolled at TNCC was only 44.7% of the number who specified that they were planning to attend two-year colleges or proprietary schools.

The Impact of High School Graduates on Annual FTES

The average high school graduate who enters TNCC in fall quarter of the year he graduates from high school will take 39.4 credit hours in the four years following his graduation, compared to 26.1 credit hours taken on average by other entering students. Based on historical data for hours taken in each of the four years following enrollment, the actual number of same-year 1983, 1984, and 1985 high school graduates now at TNCC will contribute 317 annual FTES in 1985-86, 116 FTES in 1986-87, and 61 FTES in 1987-88. If the number of graduates enrolled at TNCC were the same for Fall 1984 and Fall 1985 as Fall 1983 (542 graduates), the projected contribution would be 454 annual FTES in 1985-86, 162 FTES in 1986-87, and 95 FTES in 1987-88. This means that the decline in same-year high school graduates enrolled at TNCC will cost us an estimated 217 annual FTES from 1985-86 to 1987-88.

Outlook and Conclusions

The number of service area high school graduates is expected to begin increasing again in 1986 after six years of decline. However, we are not likely to reach even the level of 1983 (4,540 graduates) again in this decade (Table 3). This is critical, because the percentage of service area graduates attending TNCC has typically declined as the number of graduates has declined. For example, in 1982, there were 4,782 graduates in the service area with 578 (12.1%) enrolling at TNCC. By 1985, there were only 3,835 graduates, and 337 (8.8%) of them enrolled at TNCC. Also, the increase in service area graduates may not benefit us as much as we might hope because of shifting demographic patterns. Although Newport News high schools are expected to have a healthy increase in graduates from 1985 to 1989 (22.8%), our best historical supplier of high school graduates, Hampton, will increase only an estimated 6.5%, with the expected increase (after a dip below 1,300 in 1986) bringing Hampton to 1,384 graduates by 1989, 84 less than the number of graduates in 1985. Our worst historical percentage supplier of graduates, York County, will have an estimated increase in graduates of 18.4%.

The decrease in the percentage of graduates enrolling at TNCC is almost certainly due in large part to increased competition with four-year schools and proprietary schools in the area for the smaller number of graduates. There is also evidence to suggest that our stiffest competition comes not from the traditional four-year colleges in the area, but from the proprietary schools. The number of same-year service area graduates enrolled in occupational/technical programs at TNCC fell from 271 in Fall 1983 to 133 in Fall 1985, a decrease of 50.9% (Table 4). Table 5 shows eight occupational/technical programs offered at TNCC that are also well-advertised as offerings of proprietary schools in Tidewater. All but one of the programs show a percentage decline greater than the percentage decline of same-year graduates at TNCC. Data processing, the program with the most competition (four proprietary schools in the area offer some sort of program), showed a decline of 77.7% from Fall 1983 to Fall 1985. Overall, those eight programs showed a decline of 61.2% in the number of same-year high school students enrolled.

If TNCC is to experience real growth in the latter part of this decade, we are going to have to recruit service area high school graduates more aggressively. For example, in 1984-85 two TNCC counselors conducted several workshops at Warwick High School. Between 1983 and 1984, the attendance rate from Warwick had dropped from 12.5% to 6.7% (a drop of 46.4%, largest of any high school in the area). For 1985, the attendance rate rose slightly to 7.5%. As a second example, in the summer of 1985, the Office of Career Planning and Placement and the Counseling Center sponsored a free career planning workshop and interest assessment to all Hampton High school graduates, with a follow-up workshop to interpret the results of the interest survey. Of the twenty-two graduates who attended both sessions, fifteen enrolled at TNCC in Fall 1985. While we do not know if those students were predisposed toward attending TNCC, we averaged only 2.2 enrollees for every 22 Hampton high school graduates. The attendance rate from workshop participants, then, is about seven times the overall average.

We can expect to realize an average of \$457.95 in tuition in 1986-87 from each same year high school graduate who attends TNCC. The cost of mailing every 1986 service area graduate a catalog, brochure, and application package would be approximately \$12,400. We would need to influence only 27 graduates (.7%) who would not otherwise enroll at TNCC in order to justify the expenditure.

A second possibility would be expanding the career planning workshop to all high school seniors in the service area. The cost of having the interest inventories scored is \$4.50. Based on the 4,057 graduates expected in 1986, the total cost would be \$18,257. This investment could be recovered through tuition costs of 23 FTE students, or approximately 40 graduates. According to our 1982 survey of high school seniors, over 90% of the seniors are interested in career information. In addition, a consultant's report prepared for the Virginia Peninsula Economic Development Corporation cited the inadequacy of career counseling at local high schools while calling the center at TNCC "...a very effective career counseling program". Offering career workshops for seniors at the high schools could thus provide a real service to the schools and the students as well as serving as a potential recruitment tool for the college.

Table 1
SERVICE AREA HIGH SCHOOL GRADUATES ENROLLED AT TNCC
1983 — 1985

	1983			1984			1985			Change, 1984-85				Change, 1983-85			
	# H.S. Grads	H.S. %		# H.S. Grads	H.S. %		# H.S. Grads	H.S. %		H.S.		at		H.S.		at	
		Grads	Grads		Grads	Grads		Grads	Grads	Graduates		TNCC		Graduates		TNCC	
		at	at		at	at		at	at	Δ	%	Δ	%	Δ	%	Δ	%
<u>Hampton</u>																	
Bethel	409	81	19.8	327	43	13.1	299	36	12.0	- 28	- 8.5	- 7	-16.2	-110	-26.8	-45	-55.5
Hampton	418	39	9.3	373	30	8.0	344	34	9.8	- 29	- 7.8	+ 4	+13.3	- 74	-17.7	- 5	-12.8
Kecoughtan	423	45	10.6	449	49	10.9	376	37	9.8	- 73	-16.3	-12	-24.4	- 47	-11.1	- 8	-17.7
Phoebus	368	53	14.4	258	24	9.3	281	24	8.5	+ 23	+ 8.9	0	0.0	- 87	-23.6	-29	-54.7
TOTAL	1618	218	13.5	1407	146	10.4	1300	131	10.1	-107	- 7.6	-15	-10.2	-318	-19.7	-87	-39.9
<u>Newport News</u>																	
Denbigh	459	59	12.9	452	36	8.0	368	40	10.9	- 84	-18.6	+ 4	+11.1	- 91	-19.8	-19	-32.2
Ferguson	415	42	10.1	380	42	11.0	342	31	9.0	- 38	-10.0	-11	-26.1	- 74	-17.8	-11	-26.1
Menchville	539	56	10.4	439	48	10.9	408	36	8.8	- 31	- 7.1	-12	-25.0	-131	-24.3	-20	-35.7
Warwick	376	47	12.5	344	23	6.7	344	26	7.5	0	0.0	+ 3	+13.0	- 32	- 8.5	-21	-44.6
TOTAL	1789	204	11.4	1615	149	9.2	1462	133	9.1	-153	-9.5	-16	-10.7	-327	-18.3	-71	-34.8
<u>York County</u>																	
Bruton	135	9	6.7	140	5	3.6	145	6	4.1	+ 5	3.6	+ 1	+20.0	+ 10	+ 7.4	- 3	-33.3
Tabb	254	29	11.4	208	17	8.2	249	21	8.4	+ 41	19.7	+ 4	+23.5	- 5	- 1.9	- 8	-27.5
York	245	21	8.6	260	30	11.5	205	13	6.3	- 55	-21.2	-17	-56.6	- 40	-16.3	- 8	-38.0
TOTAL	634	59	9.3	608	52	8.6	599	40	6.6	- 9	- 1.4	-12	-23.0	- 35	- 5.5	-19	-32.2
<u>Poquoson</u>																	
Poquoson	186	34	18.3	195	23	11.7	162	20	12.3	- 33	-16.9	- 3	-13.0	- 24	-12.9	-14	-41.1
<u>Williamsburg/ James City County</u>																	
Lafayette	313	27	8.6	352	20	5.7	312	13	4.1	- 40	-11.4	- 7	-35.0	- 1	-0.3	-14	-51.8
TOTAL	4540	542	11.9	4177	390	9.3	3835	337	8.8	-342	- 8.2	-53	-13.5	-705	-15.5	-205	-37.8

Table 2
1984 HIGH SCHOOL GRADUATES PLANS
FOR POST-SECONDARY EDUCATION¹ AND ACTUALLY ATTENDING TNCC

Jurisdiction	Total Graduates #	Planned to attend Two-Year Colleges or Proprietary Schools ²		Planned to attend Four-Year Colleges		Attending TNCC	
		#	%	#	%	#	%
Hampton	1356	362	26.7	612	45.1	146	10.8
Newport News	1613	291	18.0	608	37.7	149	9.2
Poquoson	196	10	5.1	98	50.0	23	11.7
Williamsburg/ James City County	353	81	22.9	161	45.6	20	5.7
York County	615	129	21.0	324	52.7	52	8.5
TOTAL	4133	873	21.1	1803	43.6	390	9.4

¹From Facing Up-19, Virginia Department of Education

²This includes business, trade, technical schools and apprenticeship programs

Table 3
PREDICTED NUMBER OF SERVICE AREA GRADUATES
1986 — 1989

	1986		1987		1988		1989	
	Grad- uates #	at TNCC #	Grad- uates #	at TNCC #	Grad- uates #	at TNCC #	Grad- uates #	at TNCC #
Hampton	1272	128	1315	133	1356	137	1384	140
Newport News	1678	153	1726	157	1848	168	1796	163
Poquoson	192	24	204	25	208	26	201	25
York County	594	39	604	40	645	43	709	47
Williamsburg/ James City County	321	13	317	13	396	16	381	16
TOTAL	4057	357	4166	368	4453	390	4471	391

Table 4
SERVICE AREA GRADUATES BY PROGRAM TYPE
1983 — 1985

	Fall 1983		Fall 1984		Fall 1985		Change 1984-85		Change 1983-85	
	#	%	#	%	#	%	#	%	#	%
College Transfer	195	35.9	159	40.7	137	40.6	-22	-13.8	- 58	-29.7
Occupational/Technical	271	50.0	179	45.8	133	39.4	-46	-25.6	-138	-50.9
Non-Curricular	76	14.0	52	13.3	67	19.8	+15	+28.8	- 9	-11.8
TOTAL	542	100.0	390	100.0	337	100.0	-53	-13.5	-205	-37.8

Table 5

CHANGE IN HIGH-SCHOOL GRADUATES
ENROLLED IN PROGRAMS ALSO OFFERED AT PROPRIETARY SCHOOLS

Curriculum	Fall 1983	Fall 1985	Δ	%
ACCT	13	7	- 6	- 46.2
AUTO	5	0	- 5	-100.0
AUTR	3	1	- 2	- 66.7
DAPR	54	12	- 42	- 77.8
ELSV	5	3	- 2	- 40.0
ELTR	14	11	- 3	- 21.4
LEGL	2	0	- 2	-100.0
SECR	69	30	- 39	- 56.5
TOTAL	165	64	-101	- 61.2